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Greek Millennials, Consumer ethnocentrism & their attitude towards soft drink brands

Gkaragkounis Alexandros

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Student Name: Alexandros Gkaragkounis

SID: 1106170037

Supervisor: Prof. Nikoletta Siamagka

I hereby declare that the work submitted is mine and that where I have made use of another's work, I have attributed the source(s) according to the Regulations set in the Student's Handbook.

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Thessaloniki - Greece

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*“To my parents, Efsthios and Georgia, my brother Aggelos and my girlfriend Irene,
for their unconditional and unwavering support and patience.”*

Abstract

This dissertation was written as part of the MSc in Strategic Product Design at the International Hellenic University.

The purpose of the current survey is the analysis of the ethnocentric behavior of the Greek Millennials since they are the growing population of consumers. Their ethnocentric behavior was based on their cultural openness. Since the main subject of the survey is to measure the consumer ethnocentrism level of Greek Millennials, the CETSCALE scale was validated and used to generate the relevant results. Additionally, part of the survey is measuring Greek Millennials' attitude towards specific soft drinks, orangeade, brands that can be found in the Greek market in order to understand if there is a spotlight of Greek Millennials' preference on orangeade soft drink and the rest population according to other surveys.

A population of 147 respondents, completed a structural questionnaire to accomplish the purpose of the study. Moreover, various statistical analyses were performed and the final results were displayed.

According to the findings of the survey, Greek Millennials have ethnocentric tendencies regardless their openness to experience, and it seems that there is an important part of their population which supports Greek branded and domestically produced products but there is also another part that prefers the quality of well-established brands.

Keywords

Consumer ethnocentrism, Greek Millennials, Greece, soft drinks industry, Cetscale

Gkaragkounis Alexandros

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1. Introduction

Due to the recent economic crisis and the effects of it, the changes that occurred to the consumer behavior of the Greek consumers can be characterized more permanent rather than temporary. Greek consumers adopted a different behavior to what they were used to, focusing on buying only the essential products they need at the best possible price.

A Greek consumer nowadays is considered to be more active in the market, meaning that they are buying in a more intelligent way and also, they are acting proactively.

On the one hand, the Greek consumers reduced the frequency of their buying activity but instead enlarged the quantities they are buying. They are constantly looking for the products with the best possible price at the best possible quality and moreover they are now paying strict attention at the differences between prices of products that belong to the same category.

On the other hand, Greek consumers also started buying these products which they believe that have a positive impact on their surroundings such as their local community or the country in general. In other words, they buy more often products that are produced in Greece since they believe and feel that this habit affects in a positive way the economic environment they live in.

In parallel with the change to the profile of the Greek consumer, someone can observe a replacement of the buying population. Step by step, consumers that are characterized as Baby Boomers are replaced by Millennials. As consumers, Millennials, are mostly tech savvy, supporters of local or small brands but with relatively lower buying power due to the high unemployment rate.

The purpose of the current survey is the analysis of the ethnocentric behavior of this new kind of consumers, Greek Millennials, based on their cultural openness. Additionally, part of the survey is measuring their attitude towards specific soft drinks brands that can be found in the Greek market. The importance of focusing on this new kind of consumers, relies on the fact that Millennials by nature are significantly different from the rest types of consumers since their way of thinking differs from the

traditional corporate views. A Millennial's mindset is typically not following societal norms and instead they try to develop their own opinions.

Despite the fact that an important range of surveys was focused, during the last years, on the effect of consumer ethnocentrism tendency (CET) there are only a few cases that are developed for the case of Greece and the Greek Millennials. The four categories of particularities by Shankarmanesh (2016), namely psychosocial, economic, political and demographic, comprise several antecedents of CET that were tested in other research works. An important advantage of the demographic antecedents is that they can categorize the consumers' population based on their favorable or unfavorable

The specific study was developed based on the demographic antecedents due to their advantage of categorizing consumers according to their preference of buying or not buying products from another country. According to the aforementioned advantage, the hypotheses of the present study developed according to the antecedents of age, gender, education and income.

2. Literature review

2.1 Millennials

Generation X is followed by the demographic population of Millennials or else also known as Generation Y or the Net Generation. The population of Millennials includes these individuals who turned to adults around the turn of the 21st century. Even if the precise adumbration still differs among published sources, according to Howe and Strauss (1991), the Millennial body is composed of individuals that were born between 1982 and 2004. Someone can find several proposed dates for Millennials, but the earliest accepted birthdate is 1976 and the latest 2004.

Millennials, as a population, grew up in a “networked” world, filled with electronics, the continuous increase of online and social activity and the constant marketing activity and attention. Millennials are characterized as the most ethnically diverse generation; thus they tend to have increased tolerance to difference. Furthermore, they are the population raised according to the aspiration “follow your dreams” and were told they are special and so they express high level of confidence. Even though Millennials are expected to be less economically successful than their parents, they tend to be a optimistic generation about the future.

Workplace satisfaction and work- life balance is what matters most for Millennials than monetary compensation. There is a high probability for the generation of Millennials to broadcast their concerns through social media platforms but it is extremely difficult for them to tolerate an unpleasant work environment in comparison to older generations. Organizations that hire Millennials and keep them satisfied can benefit from their attitude since they provide honest, free and convincing public relations.

The ‘Generation X’ was grown in an environment surrounded by the evolution of computers and the internet. For this reason, they, as a generation, are more comfortable with the idea of a public internet life. What Millennials perceive, is that privacy is a concern of settings that limits the viewers of their online shares in social media. This comfort, means that they have the ability to promote their selves in an effective way via social media platforms.

When it comes to education to education and specifically to schooling, Millennials seem to be almost dependent on the use of Internet to learn how to complete different tasks. In contrast, the preview generation, Generation X, has a deeper capability of resolving programming and hardware issues. This capability is based on the fact that during the period 1960s-1980s, the period in which Generation X belongs to, electronics could be found on hobby kits or simple self-built gaming machines.

Another remarkable fact is that, although the generation of Millennials seems to have absolute faith in the existence of god, their faith towards religious institutions is declining. The argument that supports the aforementioned fact is that several churches' messages differ from what the Millennials' belief on tolerance for religious, racial, gender and sexual orientation is. Moreover, Millennials as deeply concerned individualities about social justice, are supporters of social and economic equality and are able to confront institutions which do not operate in parallel with their specific belief.

2.2 *Consumer ethnocentrism*

The specific section aims to analyze consumer ethnocentrism effect into its components and determinants. Moreover, correlation between Consumer ethnocentrism (CET) and Consumer Behavior (CB) is presented and supported by former findings of relevant surveys.

2.3 *Definition of consumer ethnocentrism*

The term of ethnocentrism, in a sociological context, was first proposed by Sumner (1906). The term refers to a common feeling that is being shared among people who belong to the “in-group” and their beliefs and attitudes towards other groups which are also known as “out-groups”. The in- group is consisted of members of the same national identity and present strong bonds. Their duty, mostly moral, is to defend their group and consider it as more superior than the outgroups. An in- group is considered to be the center and all out groups are in some cases subject to despair (LeVine and Campbell, 1972).

The examination of ethnocentrism in the field of marketing was set by the globalization. Consumer ethnocentrism relies on the belief that a product of a country is superior against all others and results in an incontestable preference on domestic products. As Balabani and Diamantopoulos (2004) said, consumer ethnocentrism shares the same philosophy of general ethnocentrism but refers to the financial sector.

Shimp and Sharma (1987) first refer to the term of consumer ethnocentrism as a tendency and not an attitude, since “attitude” as a term is usually used for specific products, whereas the term “tendency” refers to a general applicability. Ethnocentric consumers, in addition to the belief that it is their duty to support domestic products, “qualify” the consumers who buy foreign products as unpatriots, dangerous for the stability of their country’s economy who will cause economic damages, such as loss of jobs. It is firstly expressed at early age and is motivated by their need for sense of belonging to a group and thus they take pride in it. On the opposite side, consumers who are not ethnocentric, evaluate equally both indigenous and offshore products and show the same respects regardless their origin. There are various incidents though according to which non- ethnocentric consumers believe that foreign products are of better quality and thus have a more favorable attitude towards them.

Even if the country of origin effect is strictly related to CET, it presents several differentiative characteristics. In more details, country of origin effect is related to either the positive or the negative perception of consumers towards a country of origin while ethnocentrism refers to a general tendency through which a consumer aims to avoid foreign products and support the domestic ones (Hersche, 1992).

2.4 *Consumer behavior and consumer ethnocentrism*

Ethnocentrism does not only provide marketing implications but is also correlated in a big extend to consumer behavior, since it reflects to purchasing preferences. This way, consumer ethnocentrism has been established as a sub term (Shimp and Sharma, 1987). When domestic products are compared to foreign ones, an ethnocentric consumer is expected to prefer the domestic products, but also as an effect of their “perceived duty”, they keep a negative stand against global substituents (Usunier and Lee, 2009).

According to Herche (1994), it was stated that the consequence of consumer ethnocentrism is more powerful on the buying decision of a consumer than the marketing mix.

Following the statement of Klein (2002) in addition to results of global surveys, ethnocentrism can have an impact on consumer behavior only with the presence of foreign products that are opposed to domestic ones.

Through a study that was conducted in USA, France, Germany and Japan, Netemeyer et al. (1991) found out a positive outcome in all aforementioned countries that is describing the correlation between ethnocentrism and consumers' preference of buying domestic products.

Similar outcome came of in numerous researches in countries like Cyprus (Nadiri and Turner, 2010), Croatia (Renko et al., 2012), USA (Herche, 1992), Canada (Bruning, 1997). According to the outcomes of surveys that were conducted by Netemeyer et al. (1991) and Renko et al. (2012), as the effect of ethnocentrism on advantage of domestic products is positive, the effect on preference of buying foreign products is tends to be negative in various studies across the world.

The definition of consumer ethnocentrism that was developed by Shimp and Sharma (1987) did not link it with product attributes and thus is has been criticized by several researchers since they remarked a correlation among ethnocentrism, product type and category. Balabanis and Diamantopoulos (2014) mentioned that even though it was proved to exist a link between ethnocentrism and preference of domestic products on UK consumers, this link is been differentiated according to product categories. Same outcomes could be found in many other surveys, in which variations in level of ethnocentrism were observed, depending mostly on different products categories within the same national group (Hersche, 1992; Kaynak and Cavusgil, 1983; Kaynak and Kara, 2002; Leonidou et al, 1999).

Herche (1992), described that during the measurement of consumer ethnocentrism, there are four aspects that establish product specifying as a precondition. Firstly, when products with higher price are involved, the level of consumer ethnocentrism presents an increasing tendency, as consumers feel guiltier, based on the expectation that they cause bigger destruction to the economy of their country. Secondly, follows the need of

existence of domestic alternatives, as described previously by Klein (2002). Lantz and Loeb (1996), during their survey which was based on Canadian and American preferences, defined that higher the product involvement is, higher the level of ethnocentrism raises. Lastly, country of origin is also another weighty coefficient of the foreign alternatives. It was observed that the effect on consumers' behavior was not the same by all country of origin's and additional to that, there are some cases in which country of origin is unknown and therefore it cannot affect their decision or intention (Herche, 1992).

Another decisive factor when it comes to product specificity is the level of necessity of the product. Products that are perceived as really necessary to consumers' everyday habits, resulted in lower impact on their level of ethnocentrism (Huddleston et al., 2001; Sharm et al., 1995).

At this point, it should be noted that the majority of surveys are focused on studying purchase intention and its correlation to ethnocentrism but there is very little literature that provides actual information on purchase behavior. For this reason, a limitation of this kind is important to be mentioned since purchase intention does not always lead to actual purchase. According to the finding of Witkowski (1998), the correlation between actual purchase behavior and level of ethnocentrism in Hungary and Mexico was confident in the case of the first but unfavorable in the case of the latter.

2.5 *Antecedents of consumer ethnocentrism*

Purchase intention and consumer behavior in general, have been studied by several researchers as throughout human history there have found to be many factors affecting consumers' end decision and intention to buy. Concerning consumer ethnocentrism, literature has provided proof that there are antecedents which influence the ethnocentric tendencies and the extent to which they exist. Shankarmanseh (2006) categorized the antecedents into socio-psychological, economic, political and demographic. An extensive analysis of the demographic antecedents is needed for the execution and purposes of the specific study.

2.6 *Demographic antecedents*

Demographic antecedents are considered the most important factors since they individualize each and every consumer and affect their behavior in general but also have been examined in extence through many surveys. Age, education, gender and income, the four categories of demographic antecedents will be further explained.

The level of consumer ethnocentrism is impacted by the significant factor of age. Older consumers as more conservative, patriotic and more indisposed to cultural openness (Hui, 1988 Sharma et al., 1994). Contrary , younger consumers exhibit both cross- cultural experience and cosmopolitanism and thus are expected to be more open to other cultures therefore they are linked with lower levels of ethnocentrism. Similar result was observed on cases in France, Greece, Mexico, Canada, Hungary, Chile, India, Korea, Sweden, Turkey, USA, Poland, Malta (Balabanis et al., 2001; Caruana, 1996 Cleveland et al. 2009; Good and Huddleston, 1995; Javagli et al. 2005; Klein and Ettenson, 1999). No kind of relationship between age and level of consumer ethnocentrism was found through surveys such as in Balabanis et al.'s (2001) research on Czech consumers and Sharma et al.'s (1994) survey on Korean consumers. Schooler (1971) and Bannister and Saunders (1978) have even concluded that older consumers were more in favor of foreign products. Generally, higher levels of ethnocentrism tend to be usually found among consumers that belong to the older age groups (Pentz, 2011; Sharma et al., 1994).

When it comes to education, it is mostly found that the greater levels of ethnocentrism are represented by consumers of lower education level. This is mostly associated with the fact that more educated consumers tend to be more open minded than the conservative consumers and are supposed to interact with different cultures more often than the less educated ones, tend to show favorable preferences towards imported goods (Watson and Johnson, 1972). Various surveys resulted to this, among which are cases of consumers that come from USA, Canada, Malta, Greece, Sweden, New Zealand, Korea, Poland, Russia, Turkey (Balabanis et al., 2001; Caruana, 1996; Cleveland et al., 2009; Good and Huddleston, 1995; Klein and Ettenson, 1999; Sharma et al., 1994; Wall and

Heslop, 1986; Watson and Wright, 2000). Only a small number of surveys found none relationship between education and level of ethnocentrism. Characteristic example are the cases of Czech consumers (Balabanis et al., 2001), South African consumers (Pentz, 2011) and the ones of North Cyprus (Nadiri and Tümer, 2010).

Regarding gender as a determinant, women as gender, are thought to be more conservative and patriotic but less individualistic, are expected to present higher levels of consumer ethnocentrism (Triandis et al., 1985). Following the existing literature, such cases are these of consumers in Korea, Poland, Turkey, USA, Canada, (Balabanis et al., 2001; Good and Huddleston, 1995; Klein and Ettenson, 1999; Sharma et al., 1995; Wall and Heslop, 1986). However, there are some cases of consumers in Russia, Malta, Czech, North Cyprus (Balabanis et al., 2001; Caruana, 1996; Good and Huddleston, 1995; Nadiri and Tumer, 2010). It should be mentioned that there are cases in which men were found to be more ethnocentric than women, such as in UK and Mauritius (Bannister and Saunders, 1978; Ramsaran-Fowdar, 2010).

The income level and level of consumer ethnocentrism have resulted to be negative correlated. The result was based on the findings of several studies that conducted in Korea, Turkey, North Cyprus, Greece, Poland, USA, South Africa (Balabanis et al., 2001; Cleveland et al., 2009; Good and Huddleston, 1995; Klein and Ettenson, 1999; Nadiri and Tumer, 2010; Pentz, 2011; Sharma et al., 1995). People with higher income levels have more convenience in traveling more often and are open to imported goods (Sharma et al., 1995; Wall and Heslop, 1986). At the same time, several studies found no association between income and consumer ethnocentrism such as the ones carried out in France, Malta and Mauritius (Caruana, 1996; Javagli et al., 2005; Ramsaran-Fowdar, 2010) and other surveys found a positive relationship in countries like Czech Republic (Balabanis et al., 2001). According to a survey that was held by Siamagka (2010) this may be explained by the condition that in some cases the prices of domestic products are much higher than the prices of imported goods.

2.7 *Measurement scales of consumer ethnocentrism*

Shimp and Sharma (1987) developed a scale to help them measure the consumer ethnocentrism, called CETSCALE (Consumer Ethnocentrism Tendencies Scale), and rapidly became the most widely and extensively used scale for measuring consumer ethnocentrism. Before the development of CETSCALE, researchers were using other measurement scales (Adorno et al., 1950; Chang and Ritter 1976). The drawback of these scales was that they could not focus on consumer behavior and only investigated ethnocentrism as a general concept.

The CETSCALE was developed in 1987 when the researchers Shimp and Sharma conducted a survey about consumer behavior and the purchase intention of US consumers towards offshore and indigenous products. The initial purpose of the CETSCALE was to provide results on ethnocentrism as a tendency and not as an attitude aiming to reflect US consumers' beliefs. In more details, the initial form of the survey included 225 statements and was based on a sample of more than 800 respondents- consumers. During the first editing they excluded several statements and remained 117 Likert- scale statements including 17 that were based on the scale of Adorno et al.'s (1950). The two purification studies followed, a confirmatory factor analysis, aggregated and reliability tests, reduced the statements and ended up to the final version of 17 Likert- scale items as it is presented in Table 2.1.

The internal reliability of the scale was examined through four separate studies, namely are, Carolinas study, Four-areas study, National consumer good study and Crafted-with-pride study. The mentioned studies, presented coefficient alpha between .94 and .96. Both the internal consistency and the unidimensionality were significant. Shimp and Sharma (1987) made the conclusion that CETSCALE is a reliable tool that could be applied as a covariate when the country of origin effect is examined and as a tool of prediction in surveys of consumer ethnocentrism alongside with relevant predictors of purchase intention and consumer behavior, such as demographic variables.

Despite the fact that the scale was at a first point developed to evaluate consumer ethnocentrism among US consumers, several surveys worldwide have applied the

specific tool, since 1987. The validity of the scale was tried out by Netemeyer et al. (1991) on four countries: Japan, USA, France and Germany. The resulted conclusion of the researchers was that the scale can be applicable at an international level and for this reason it was better to be translated in other languages and be implemented in the rest of the countries too. Until now, the scale or even similar adapted versions have been used by multiple researchers in other countries such as Greece (Chryssochoidis et al., 2007), Czech Republic (Balabanis et al., 2001), Cyprus (Nadiri and Tümer, 2010), Malta (Caruana, 1996), Spain (Jiménez and San Martín, 2010; Luque-Martinez et al., 2000), France (Javalgi et al., 2005), , Croatia (Renko et al., 2012), and Germany (Evanschitzky et al., 2008), Poland (Good and Huddleston, 1995; Huddleston et al., 2001). Further surveys were also conducted in the USA (Durvasula et al., 1997; Klein, 2002), Canada (Bruning, 1997) and in several Asian countries like Korea (Sharma et al., 1995), China (Lu Wang and Chen, 2004), India (Bawa, 2004), Turkey (Kanyak and Kara, 2002), Russia (Durvasula et al., 1997; Good and Huddleston, 1995).

Finally, the scale was applied on African countries like Republic of Mauritius (Ramsaran- Fowdar, 2010), South Africa (Pentz, 2011) and New Zealand (Watson and Wright, 2000) and in Australia (Clarke III, 2001).

On table 2.1 the final version of the 17-Item CETSCALE developed by Shimp and Sharma (1987) is presented:

17-ITEM CETSCALE^a

<i>Item</i>	<i>Reliability^b</i>
1. <i>American people should always buy American-made products instead of imports</i>	.65
2. <i>Only those products that are unavailable in the U.S. should be imported.</i>	.63
3. <i>Buy American-made products. Keep America working.</i>	.51
4. <i>American products, first, last and foremost.</i>	.65
5. <i>Purchasing foreign-made products in</i>	.64

<i>un-American.</i>	
6. <i>It is not right to purchase foreign products, because it puts Americans out of jobs.</i>	.72
7. <i>A real American should always buy American-made products.</i>	.70
8. <i>We should purchase products manufactured in America instead of letting other countries get rich off us.</i>	.67
9. <i>It is always best to purchase American products.</i>	.59
10. <i>There should be very little trading or purchasing of goods from other countries unless out of necessity.</i>	.53
11. <i>Americans should not buy foreign products, because this hurts American business and causes unemployment.</i>	.67
12. <i>Curbs should be put on all imports.</i>	.52
13. <i>It may cost me in the long-run but I prefer to support American products.</i>	.55
14. <i>Foreigners should not be allowed to put their products on our market.</i>	.52
15. <i>Foreign products should be taxed heavily to reduce their entry into the U.S.</i>	.58
16. <i>We should buy from foreign countries only those products that we cannot obtain within our own country.</i>	.60
17. <i>American consumers who purchase products made in other countries are responsible for putting their fellow Americans out of work.</i>	.65.

^a the format of responding is 7-point Likert-type scale (strongly agree= 7, strongly disagree= 1). Range of scores is from 17 to 119.

^b Based on calculation of confirmatory factor analysis of data from four-areas study.

Table 2.1: CETSCALE by Shimp and Sharma (1987, p.282)

2.8 *Cultural Openness*

The benchmark of Cultural Openness indicates at what level consumers are open to new ideas. High level of acceptance to modern and unconventional ideas and viewpoints is projected by people who represent a higher level of openness. People like these, are more enthusiastic to experiment with or test new products that they have not yet. On the other hand, consumers with lower levels of cultural openness will seek refuge to familiar surroundings. More specifically, it is more likely for consumers with lower levels of cultural openness to ignore opportunities that will give them new experiences, they feel more comfortable in a predictable environment but also when they have to set routines and schedules, they prefer procedures in which they are familiar with (Waude, 2017).

The model of 'Big Five' factors consists of extraversion, agreeableness, neuroticism, conscientiousness and openness to experience. When all these factors are combined, they result to a broad assessment of someone's personality (Waude, 2017).

The use of specific phrases that help us understand a personality seem to be in parallel with the lexical hypothesis as it was described by Lewis Goldberg. According to this hypothesis, languages agglomerate the vocabulary to describe common personality traits, leading people to a discussion about the particular qualities of personality of one another (Waude, 2017)

During the latter decades the 'Big Five' was characterized as a summary measure of key personality factors (Waude, 2017). Robert McCrae and Paul Costa, developed the Five Factor model which can measure numerous factors such as openness to experience and at the same time identify a series of secondary personality traits associated to each factor. The research of McCrae and Costa analysis into the five factors acknowledged these traits that are preferable to openness (Waude, 2017).

Openness and the rest 'Big Five' factors of personality are measured by the use of questionnaires through which the respondents have to reply to several statements, and provide a self-report on how definable the attitudes of the sentences are. It is important to mention that the existence of disadvantages is unavoidable even if questionnaires are a common procedure in the assessments of personality traits assessments. An ordinary

disadvantage that can be found of self-reporting questionnaires is the fact that respondents, reply with the answers that make them see themselves in a more positive way. This is a result of the general desire for social desirability and can lead to distorted answers.

Individual differences are also a factor that affect how open to experience someone is. Among younger and older ages and genders, there have been observed important differences in openness. The fact that openness to experience will probably vary throughout someone's life, was based on the the results of the National Health and Nutrition examination survey.

According to researchers and the analyzed data, older respondents presented lower levels of openness than the younger respondents. According to the findings of the study as someone grows older, he/she presents lower levels of eagerness to accept new ideas and experiences (Costa et al., 1986).

The analyzed results pointed out that differences in openness to experience can also be found among the two genders (Psychologistworld.com, 2019). According to Psychologistworld.com (2019) women represent the higher levels of openness in comparison to men having as standard that openness is differentiated from intellect. However according to Weisberg DeYoung and Hirsh (2011), on character's level, there have been found various contradictory correlations between gender and the individual features that are correlated to openness.

2.9 *Multi-attribute attitude model of Fishbein*

As it is described by attitude theories, consumer's behavior against a product is affected by consumer's attitude towards the product. Marketers should develop their strategies according to the attitude of consumers towards the products they market if they want to positively influence consumers' attitudes in favor of their products. Consumer's attitude towards a product can be determined through market/consumer research.

The following models of attitude towards the object, model of attitude toward behavior and the reasoned action theory (Sumarwan, 2004) describe the multi attribute attitude model of Fishbein.

The most suitable model, for assessing attitudes toward the class of products (or services) or a specific trademark, that was used in this particular survey is the attitude toward the object model, the function of the presence or absence and the evaluation of a conviction or certain properties. In more simple words, consumers most of the times have a certain level of sufficient properties and positive values, and so when a brand is not characterized by the desirable levels of features or have too many unfavorable characteristics they present and unpleasant behavior toward this specific brand (Schiffman and Kanuk, 2008).

The model of Fishbein (1967) describes that a person who has a certain belief about a product or brand estimates that his beliefs are projected by this specific product/brand through its attributes. The mathematical formulation of the model is:

$$A_o = \sum_{i=1}^n b_i e_i$$

A_o = Attitude toward an object

b_i = Strength of belief that the object has attribute i

e_i = The evaluation of attribute i

n = Number of convictions

2.10 Attribute in the Analysis

Apart from genetic, psychological and environmental factor, consumers' preferences to choose one soft drink over another are also influenced by the beverage's specific attributes. For the research purpose four major attributes of soft drinks were selected. These are as follows:

- Taste
- Availability
- Price
- Packaging

Taste:

Taste of a drink is a key factor to retain its consumers and make them able to purchase the product again. The company should be aware of continuous inquiry of whether the consumers are satisfied with the current taste of the soft drink. It is found through the current survey that taste sense of the customers toward the soft drink is a very influential factor to draw a positive response.

Availability:

Consumers feel satisfied when they have the ability to compare among different brands and then choose the one that fits them. The variety of products that are included in a similar category with different brands enhances the product variation in our context.

Price:

Consumers most of the times do not buy based on the lowest available price, but they prefer to feel that they are getting a good deal. The procedure through which a consumer trades monetary value in order to obtain the benefits of a specific products/service, is called price. The process according to which consumers translate price into meaningful cognition, is called price perception. What a seller is going to charge for a product or service is less important than a customer's understanding of what a reasonable price is. Consumers purchase products by sacrificing money in order

to get the highest possible utility from a brand and not from another competitive brand. In this study the attribute price depicts the prices charged for the Soft drink.

Packaging:

One of the key parts of a marketing plan for a product is the packaging since the product's package can be not only a simple selling point but also it delivers a sense of quality and reflects the product's brand image. Especially in retail sales, the correct packaging can attract consumer's and make the product stand out next to competitive brands.

3. Methodology

Structured and measurable data have been processed through statistical methods to generate the final results. For this reason, the current study is described as a quantitative one. The final findings in order to be clarified, apart from the statistical results, require secondary data that have been projected in previous section. This chapter produces an overview of the methodology that was designed to serve the purposes of the study on based on collecting primary data.

3.1 Consumer ethnocentrism in Greece

Ding et al. (2017) conducted the most recent study of consumer ethnocentrism in Greece measuring on the purchase intentions on Greek and Chinese consumers, their CET level, brand equity, brand involvement and brand origin but also their preference on domestic and foreign brands. Furthermore, the study tried to validate the new measurement scale of consumer ethnocentrism, CEESCALE and also research at which extent, the political events affect ethnocentrism.

The study of Ding et al. (2017) was based on Greece and China because there was only a few former literature that investigates CET between two different economies, a raising and a declining. The product on which the survey has been carried out, was the shampoo since in both countries a consumer can find both foreign and domestic alternatives.

Athens was the city that was recruited for the case of Greece and a mall- intercept technique has been adopted. A seven-point Likert scale was used, with 1=” Strongly disagree” up to 7=” Strongly agree”, which is a reverse scale when compared to Chryssochoidis et al.’s (2007). The final results included 211 respondents with the majority of the sample being mostly elder people (38.9% aged above 56 years) and of lower educational level (43.1% of high school education or lower).

The reliability, construct validity and dimensionality of CEESCALE, was investigated using exploratory and confirmatory factor analysis. However, there were many items in the case of Greece that have been characterized unstable and the final results indicated that Greek consumers are not ethnocentric. The survey of Ding et al. (2017) concluded that the Greek consumers are not ethnocentric and their beliefs are not affected by the political situation in a negative way and for this reason there has been no report for unfavorable reaction towards the purchase of foreign products. The findings supported the idea that Greek consumers are not following any kind of policy to “isolate” their country’s market but they are characterized by openness and cosmopolitanism. On the other hand, among Chinese consumers, the existence of the effect of political event was obvious on their ethnocentric beliefs and consequently they were found to be politically sensitive.

Concerning the other of the aims of the study, brand equity was found to be the most remarkable and crucial of purchase intentions of Greek consumers towards domestic and foreign brands too. The impact of brand equity was discovered to be effective than the one of consumer ethnocentrism in both countries. In addition, due to general situation of the economy in Greece, consumer found to be more involved through the survey. Another important aspect of the survey, proved that the level of brand origin confusion was directly influencing the purchase intention of consumers in Greece. For this reason, Ding et al. (2017) proposed that in declining markets, multinational companies would be better to proceed on acquisitions of local brands instead of exporting their brands to the country. For the raising economy of China, brand origin confusion and product involvement did not affect the purchase intention of Chinese consumers.

3.2 Economic situation in Greece

From 2000, the year when Greece participated for the first time in the Eurozone and the single currency of euro, until 2008, Greece experienced a constant growth. The actual GDP rate was 4% at most times and the interest rates of borrowing were remarkably low. In 2009, the global financial crisis, offended the economy of the country and the public debt raised at 144% of GDP (Bank of Greece, 2011). Troika, group of International Monetary Fund, EU Central Bank and European Commission, in order to help Greece, enforced several packages of austerity measures. According to Figure 2.1, the GDP rate of Greece presented negative values and as it was stated by the EU Commission (2017), among the members of the Eurozone that received financial assistance, only Greece was under a surveillance program.



Figure 2.2: GDP growth rate 2000-2016 in OECD countries (OECD, 2018)

Consumer behavior of Greek consumers was completely affected from the first moment during the recession period. Numerous reductions on wages, increasing unemployment rates and job losses and the strict taxation, resulted to a reduction on the average household consumption (Eurostat, 2018).

Moreover, the economic environment, as it was mentioned in section 2.2.1, is considered to be one of the most important antecedents of consumer ethnocentrism and there are many cases according to which researchers resulted that in countries during the recession period, customers reassess their daily priorities and thus ethnocentric tendencies rise (Hoon Ang et al., 2004; Sharma et al., 1995). For this reason and since Greece is at almost the same economic condition, it would be worthy to examine and explore the level of consumer ethnocentrism among the future population concerning consumers of the Greek society, Greek Millennials.

3.3 The soft drink industry in Greece

Economic crisis keenly influenced the buying behavior of Greek consumers leading them to reduce the amount of money they were spending in Alcoholic Free Beverages (Afbs). It is important to mention that the average annual per capita consumption of Afbs in Greece is 53 liters while at the same time the average per capita in Europe is 95 liters per year (Unesda, 2017).

According to Nikolaos Samoilis, journal of Financial press, the soft drinks industry in Greece generated 700 million euros in sales but in 2017 the same market managed to generate 350 million euros less in total sales.

A direct impact of this influence was the realignment that appeared in the soft drinks industry of the country. The two biggest players of the market Coca Cola HBC and PepsiCo Ivi started losing market shares and annual sales. An extension of this loss, was the discontinuance of the production lines of PepsiCo Ivi in Loutraki and Oinofita in 2013 and 2016 respectively. On the other hand, economic crisis helped smaller Greek players such as Green Cola, Lux, Epsa and Vikos to arise. The growth index of all of them was really competitive especially between 2012-2015. Moreover, all of them came up with more innovative and healthier suggestions of soft drinks such as cola, orangeade, lemonade with stevia sweetener.

3.4 Conceptual frame and research aim

As it was mentioned in the Literature review, consumer ethnocentrism has been examined in various ways during the last decades. It was mentioned by Shim and Sharma (1987) though, that consumer ethnocentrism is constantly changing and it is suggested not only to re- measure its level but also review its implication in a periodical way in order to be up to date with the continuous evolving environment.

The objective of this study is to discover the level of consumer ethnocentrism based on cultural openness of Greek Millennials consumers and analyze it to its components. Ethnocentrism will be examined as a more general tendency and for this reason country

of origin effect will not be investigated so as preferences based on origin to be avoided. Contrariwise, it will be attempted to understand at what level, consumer ethnocentrism is been affected by the socio- demographic variables.

Furthermore, the level of impact of consumer ethnocentrism on the perspective of Greek Millennials towards specific products will be defined through a specific scale. The product which was used as product- base of the study is the orangeade soft drink. As analyzed in the literature review, Greek soft drinks industry, despite the declining performance of the past years, resulted in offering many more domestic alternatives that started gaining valuable market shares. In addition, the insight regarding the consuming trend of increasing preference towards locally produced soft drinks and products in general, has been provided by secondary data.

At the same time, consumers' perceptions will be investigated based on four attributes of the brands. Consumers are asked to evaluate price, packaging, flavor and availability of the stated brands.

The aims of research are summarized below:

- Determine the level of consumer ethnocentrism among Greek Millennials consumers
- Specify the level of cultural openness on Greek Millennials
- Question the impact of socio-demographic variables onto its level
- Discover any possible effects of lower salaries onto ethnocentrism
- Investigate the consuming habits and preferences of Greek Millennials based on orangeade as a product
- Define the extent to which purchase intention of specific soft drink brands is affected by cultural openness and CET

In combination with the part of the literature review about the demographic antecedents, a number of hypotheses was set so as to be tested, in order to accomplish the aims stated above.

Hypothesis no. 1: There is a negative correlation between younger Greek Millennials (15-26) and consumer ethnocentrism.

Hypothesis no. 2: Existence of a positively influenced relationship between women and consumer ethnocentrism.

Hypothesis no. 3: Greek Millennials who accomplished higher educational degrees, are thought to have a negative relationship with consumer ethnocentrism.

Hypothesis no. 4: There is a negative relationship between the income of Greek Millennials and consumer ethnocentrism

Hypothesis no. 5: Millennials who are highly open to experience prefer foreign brands

In conclusion, the conceptual model of the study is presented below (Figure 3.1):

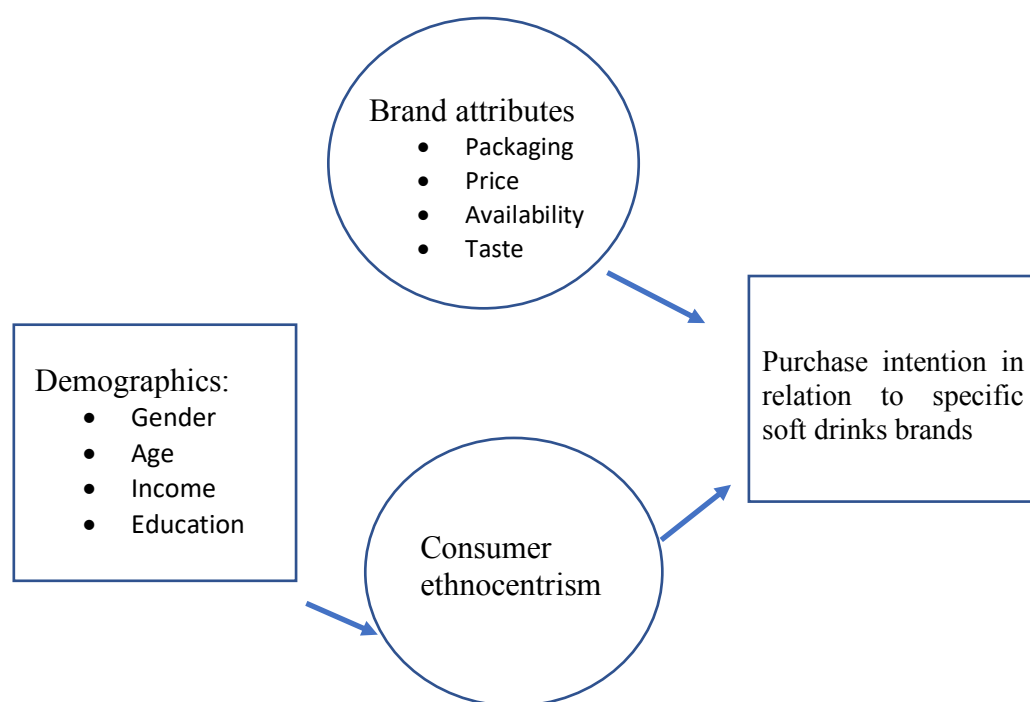


Figure 3.1: Conceptual model

3.5 Questionnaire's form and design

Primary data are the data on which the specific study was based. The questionnaire as a method of collecting primary data was chosen besides other methods that are recruited to collect primary data. For the purpose of the study, two identical surveys were created, differentiated only in language since one is in English and the second in Greek. The two questionnaires are available in Appendix A and B respectively. The questionnaire has a structured form and was created via online Google forms. The majority of the questions included, were based on a five-point Likert scale starting from 1=" Strongly Disagree" to 5=" Strongly Agree".

The introduction of the questionnaire was providing information to the respondents about the purpose of the study and the actual time that is needed for its completion which was estimated to be around 6 minutes. At the end, the respondents were assured that their data would be used only for the purpose of the specific survey.

The questionnaire was subdivided into three parts. The first part investigates the consumer ethnocentrism tendency of the respondents and for this reason consists of the CETSCALE which was developed by Shimp and Sharma (1987). The scale is a 5-point Likert scale described as 1= strongly disagree and 5= strongly agree. Since CETSCALE was selected among the rest measurement scales, it was developed not only in Greek but in English context too. By this way it was more convenient to determine the level of ethnocentrism of Greek Millennials and further examine its association with Hypotheses H1 and H2 as set in section 3.1.

In the second part, according to the NEO Five Factor Inventory, the questionnaire is going to investigate the level of openness to experience of the sample using a 10-item scale developed by Costa & McCrae (1992). High levels of openness to experience, indicates people who are liberal and tend to be tolerant to diversity according to McCrae R.R. (1996). A direct assumption is that they are generally more open to different cultures and lifestyles.

The sum of these questions is of help to test hypothesis H5 (see section 3.1) on whether Millennials who are open to experience, prefer foreign brands.

In the third part, the questionnaire measures the attitude of the respondents towards specific soft drink brands that can be found in Greece. The results of this part are going to be analyzed using Fishbein's model and will help answering the hypotheses H5.

The fourth part of the questionnaire presents personal information of its respondent. Demographic characteristics namely age, gender, personal annual income and education are extracted through four single- answer questions. These answers assist the testing procedure of hypotheses H1, H2, H3, H4 as described in section 3.1.

A small group of 10 respondents was gathered before the actual release of the questionnaires in order to examine the potential effectiveness. The aim of the test was to discover any mistakes or misunderstanding that could appear from the layout and the level of difficulty. By the completion of the pilot test, some changes were made on the final questionnaire. Pretesting is a necessity emphasized in a significantly important amount of literature (Reynold et al., 1993).

3.6 Sampling method

Probability and non- probability methods are two existing methods of sampling which differ from each other because on the one the selection of the sample is made randomly and researcher can estimate the probabilities whereas on the second the researcher samples in a non- random way and according to his personal judgment meaning he cannot estimate the probabilities (Shao and Zhou, 2007).

The specific study is based on the non- probability method of sampling. The questionnaires were firstly addressed through social media and emails, meaning that convenience sampling, method of collecting answers from conveniently available respondents, was used in the beginning. Due to the risk that the sample could end up being non-representative of Greek Millennials by all means (mostly in terms of age), purposive sampling was used to address the survey to respondents according to researcher's judgment. Finally, the sampling methods that were used supported the

procedure of obtaining the desirable sample in terms of size and by means of representing the population of Greek Millennials.

3.7 Data Collection

Google Drive was recruited to upload the questionnaire and share it to the rest social media and personal or professional contacts. It is important to mention that the respondents were asked to share the questionnaire with their contacts so as to greaten sample's size. Furthermore, some questionnaires were printed and distributed by hand to a small number of people.

The only prerequisite for someone to participate in the present study was to be between the age of 15 and 36 and consumer soft drinks.

The survey was conducted during the period December 2018- January 2019. In total 172 questionnaires were filled out. The analysis used 146 out of the total 172 responded questionnaires since 26 of them were invalid for the current survey.

4. Data analysis

4.1 Sample characteristics

Socio- demographic variable were included in the third part of the questionnaire and participants had to define their gender. Based on the findings (Table 4.1), the genders are presented in the sample with the females representing the 57% of the population and males representing the rest 43%.

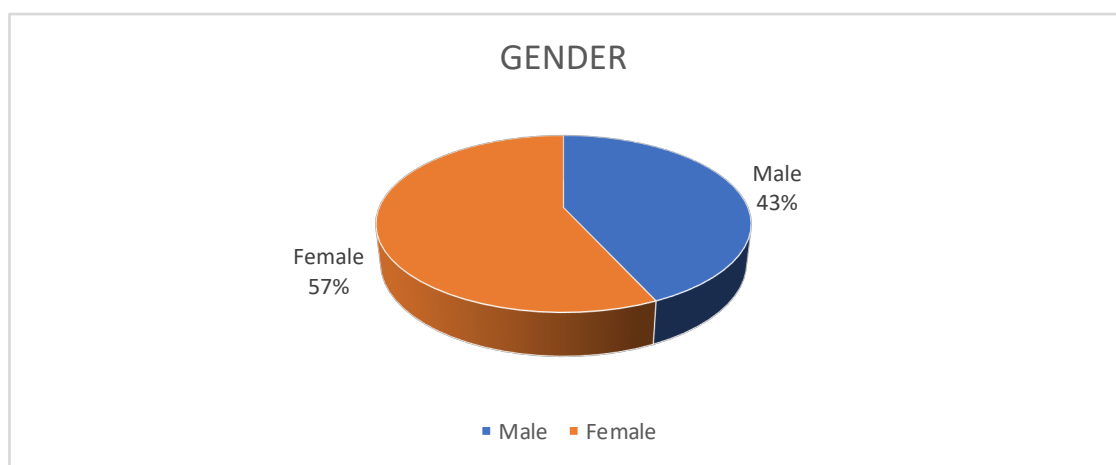


Table 4.1

The next question refers to the age of the respondents. The sample presented as 1% of the sample are 15-20 years old, 50% of the sample 21-26 years old, 31% of the sample 27-30 and 18% of the sample are aged between 31 and 36. (Table 4.2)

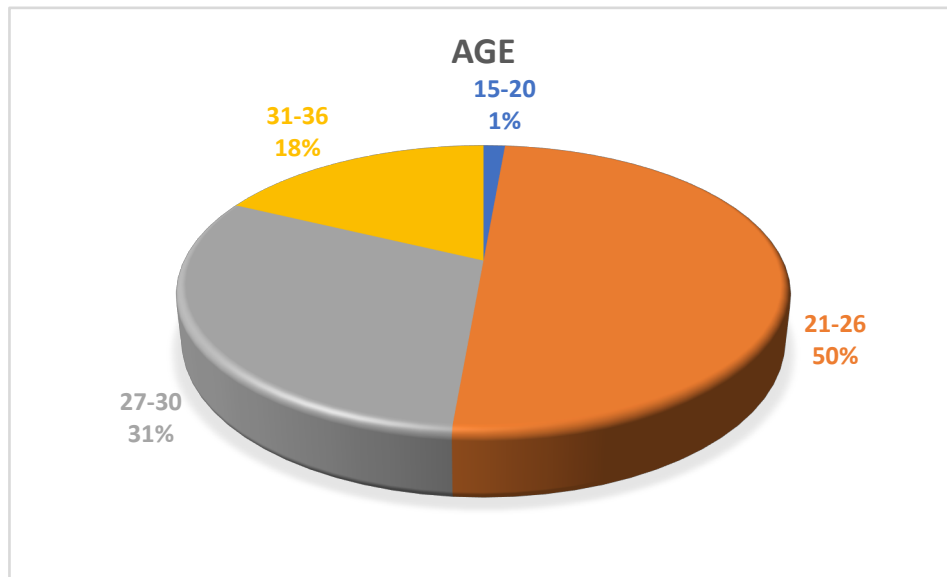


Table 4.2

The following question involved educational level. It is observed that the majority of the respondents presented to hold a title of higher education (93%). Out of them, 30% holds a Bsc Degree while the rest 63% Msc or Phd Degree. The minority of 7% holds a High school diploma (3%) or a IEK Diploma (4%).

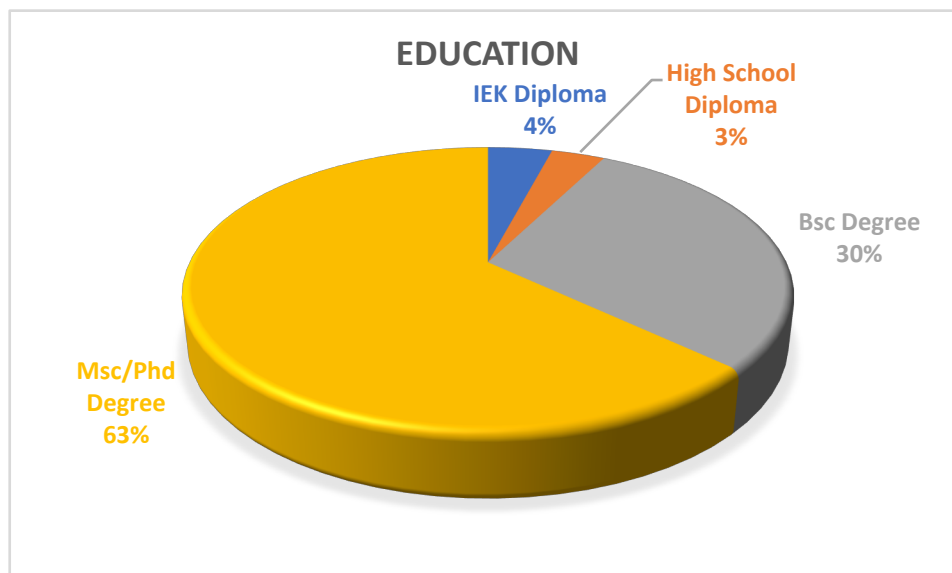


Table 4.3

According to the difficult financial conditions that exist in the country, the sample seems once again to be somehow representative of the population. Concerning the income level, the majority of the questionnaire's respondents (44%) has a total annual income of 0-5000 €, followed by those who earn from 5001€ up to 10000€ (29%). The 16% of the sample has an annual income between 10001€ and 15000€ while the rest minority of 11% of the sample receives between 15001€ and 20000€ (5%) or 20001€ and more (6%) (Table 4.4)

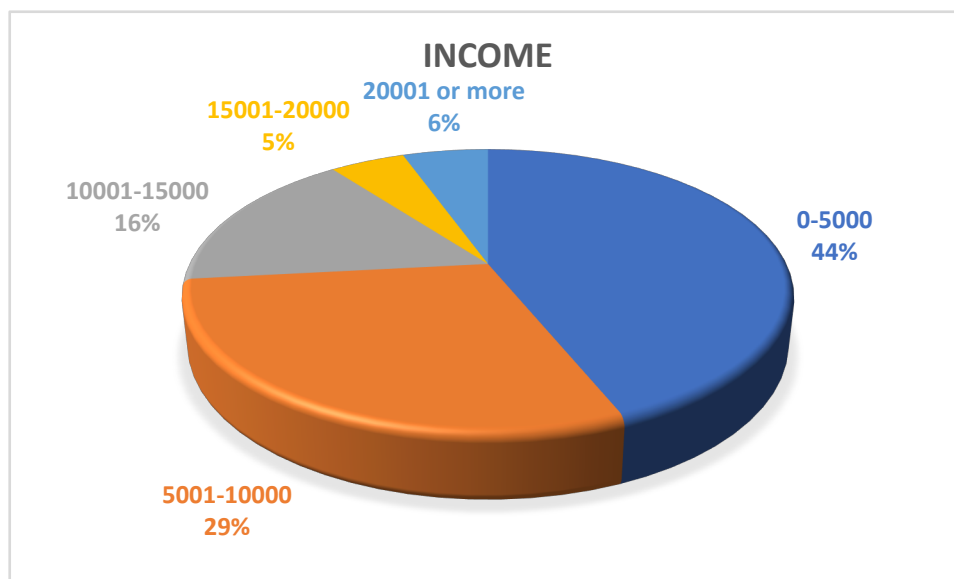


Table 4.4

The following and last question refers to the city of residence of each respondent. The significant majority of the sample's population was found to be living in Thessaloniki and the rest in other cities generally smaller than Thessaloniki.

4.2 Reliability analysis

The current division of the study presents the outcomes acquired through the survey. The process of them was made by using the IBM SPSS Statistics Version 1.0.0- 3112 for Mac.

4.3 Cetscale Cronbach's Alpha

CETSCALE's internal consistency was measured using Cronbach's alpha for the complete sample on the deletion of 2 items. The results are presented in Table 4.1. As it can be seen, the sample is reliable since its score exceeds the .70 rule, and internal consistency can be classified as "good" following the rule of thumb defined by George D. & Mallery P. (2003).

Table 4.2: Cetscale Reliability

Case Processing Summary

		Statistics	
Cases		N	%
Cases	Valid	146	99.3
	Excluded ^a	1	.7
	Total	147	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Statistics	
Cronbach's Alpha	N of Items
.930	17

Source: Author's analysis, data processed with IBM SPSS Statistics V. 1.0.0- 3112 for Mac

4.4 Openness to experience

Through the second part, someone can find the investigation of how much open to experience is each one of the respondents through a scale developed by Costa & McCrae (1992). The reliability analysis that was performed on the items of this scale, resulted on Cronbach's alpha

4.5 Attitude towards brands

The attitude of the Greek Millennials towards specific soft drink brands was investigated by the third part of the questionnaire. A reliability analysis was performed on the total items providing a Cronbach's alpha .932, which means that it is a good score and confirms the internal consistency and the validity of them.

Case Processing Summary

		Statistics	
Cases		N	%
Cases	Valid	146	97.3
	Excluded ^a	4	2.7
	Total	150	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Statistics	
Cronbach's Alpha	N of Items
.932	20

5. Results

The formulated hypotheses that were stated earlier are validated or invalidated through the following step of the research.

Hypothesis no. 1: There is a negative correlation between Younger Greek Millennials (15-26) and consumer ethnocentrism.

Table 5.1: Linear regression analysis consumer ethnocentrism- age

Regression Statistics						
Multiple R	0,00725125					
R Square	5,2581E-05					
Adjusted R Square	-0,0068915					
Standard Error	12,6772579					
Observations	146					
ANOVA						
	df	SS	MS	F	Significance F	
Regression	1	1,21691777	1,21691777	0,007572	0,9307787	
Residual	144	23142,6529	160,712868			
Total	145	23143,8699				
	Coefficients	Standard Error	t Stat	P-value	Lower 95%	Upper 95%
Intercept	43,0122878	3,70971537	11,5944981	2,287E-22	35,6797569	50,3448187
X Variable 1	0,1168113	1,34239271	0,08701724	0,9307787	-2,5365286	2,77015126

Source: Author's analysis, data processed with Microsoft Office Excel

Based on the findings of the linear regression analysis the hypothesis failed to be rejected at a significance level of P value= 0,93 ($p > 0,05$, $F = 0,93$). Therefore, younger Greek Millennials seem to have minor levels of ethnocentricity than older.

Hypothesis no. 2: There is a positively influenced relationship among women and consumer ethnocentrism.

Table 5.2: Linear regression analysis consumer ethnocentrism- gender

SUMMARY OUTPUT						
Regression Statistics						
Multiple R	0,09793336					
R Square	0,00959094					
Adjusted R Square	0,00266501					
Standard Error	12,6188027					
Observations	145					
ANOVA						
	df	SS	MS	F	Significance F	
Regression	1	220,505299	220,505299	1,38478622	0,241242641	
Residual	143	22770,4878	159,23418			
Total	144	22990,9931				
	Coefficients	Standard Error	t Stat	P-value	Lower 95%	Upper 95%
Intercept	42	1,5898197	26,4180901	7,0812E-57	38,85741581	45,1425842
1	2,48780488	2,11409719	1,1767694	0,24124264	1,691114541	6,6667243

Source: Author's analysis, data processed with Microsoft Office Excel

The linear regression analysis provided the significance of P value=0,24>0,05. According to this result, the hypothesis according to which, a positively influenced relationship between women and consumer ethnocentrism exists, failed to be rejected.

Hypothesis no.3 : Greek millennials who accomplished higher educational degrees, are thought to have a negative relationship with consumer ethnocentrism.

Table 5.3: Linear regression analysis consumer ethnocentrism- education level

SUMMARY OUTPUT						
Regression Statistics						
Multiple R	0,14341934					
R Square	0,02056911					
Adjusted R Square	0,0137675					
SUMMARY OUTPUT						
Multiple R	0,14341934					
Regression Statistics						
Multiple R	df	SS	MS	F	Significance F	
R Square	1	476,048752	476,048752	3,02415569	0,084170085	
Adjusted R Square	144	22667,8211	157,415424			
Standard Error	145	23143,8699				
Observations						
	Coefficients	Standard Error	t Stat	P-value	Lower 95%	Upper 95%
ANOVA	51,7637239	4,96418595	10,4274345	2,5819E-19	41,95163777	61,5758101
X Variable 1	-2,4025413	1,38155695	-1,73901	0,08417008	5,133292337	0,3282097

Source: Author's analysis, data processed with Microsoft Office Excel

Hypothesis no. 3 according to the linear regression analysis that was performed, resulted in a P- value= 0,08. Since it is P-value= 0,08> 0,05 the hypothesis failed to be rejected, supporting the Hypothesis no. 3.

Hypothesis no. 4: There is a negative relationship between the income of Greek Millennials and consumer ethnocentrism.

Table 5.4: Linear regression analysis consumer ethnocentrism- income

SUMMARY OUTPUT						
Regression Statistics						
Multiple R	0,03291064					
R Square	0,00108311					
Adjusted R Square	-0,0058538					
Standard Error	12,6707237					
Observations	146					
ANOVA						
	df	SS	MS	F	Significance F	
Regression	1	25,0673561	25,0673561	0,15613695	0,693323043	
Residual	144	23118,8025	160,54724			
Total	145	23143,8699				
	Coefficients	Standard Error	t Stat	P-value	Lower 95%	Upper 95%
Intercept	42,5965603	2,1140945	20,148844	9,6435E-44	38,4178938	46,7752267
X Variable 1	0,36518	0,92417485	0,39514168	0,69332304	1,461520955	2,19188096

Source: Author's analysis, data processed with Microsoft Office Excel

Hypothesis no. 4 failed to be rejected. According to Table 5.4 that is a result of linear regression analysis, the resulted P- value=0,69>0,05 supports the fact that the hypothesis no.4 has failed to be rejected and enhanced the negative relationship between the income of Greek millennials and consumer ethnocentrism.

Hypothesis no. 5: Millennials who are highly open to experience prefer foreign brands.

Table 5.5: Preference towards brands- openness to experience

Table 5	Greek Millennials that are more open to experience, prefer foreign brands				
Brand/Attribute	Taste	Availability	Price	Packaging	Total
Fanta	3,490	4,200	3,255	3,538	14,483
Vikos	3,290	3,262	3,717	3,359	13,628
Lux	3,490	3,269	3,572	3,414	13,745
Ivi	3,041	3,255	3,352	3,214	12,862
Freeway	2,207	2,434	3,324	2,583	10,549

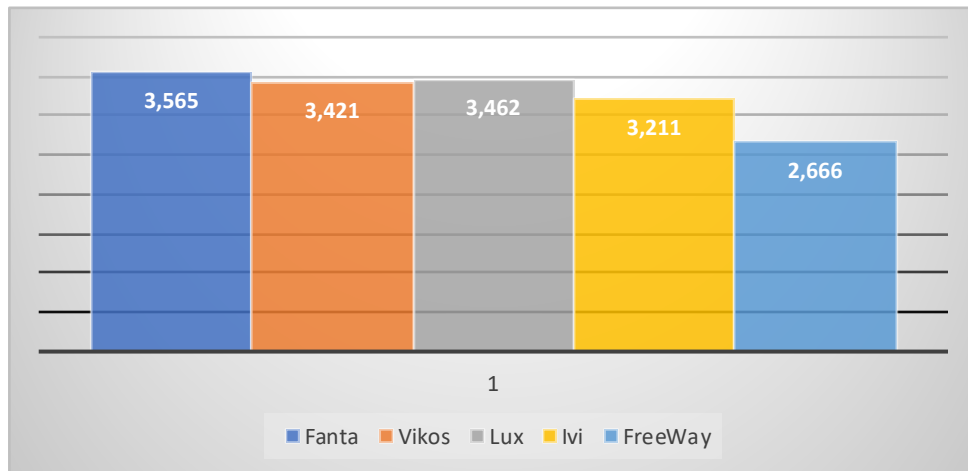
Source: Author's analysis, data processed with Microsoft Office Excel

The Hypothesis no. 5 is verified. Table 5 presents the preference of Greek Millennials that are open to experience towards specific brands that can be found in the Greek market. The population was calculated assuming that Millennials who scored on the Likert scale of openness to experience by Costa & McCrae (1992) a score of 3 and above, are considered as highly open to experience.

From the results that are presented on Table 5 it is clear that Greek Millennials who are highly open to experience, prefer a foreign brand instead of the rest that are totally Greek Brands excluding Freeway.

5.1 Overall attitude of consumers towards the soft drink brands

Table 5.6



Source: Author's analysis, using Microsoft excel for Mac

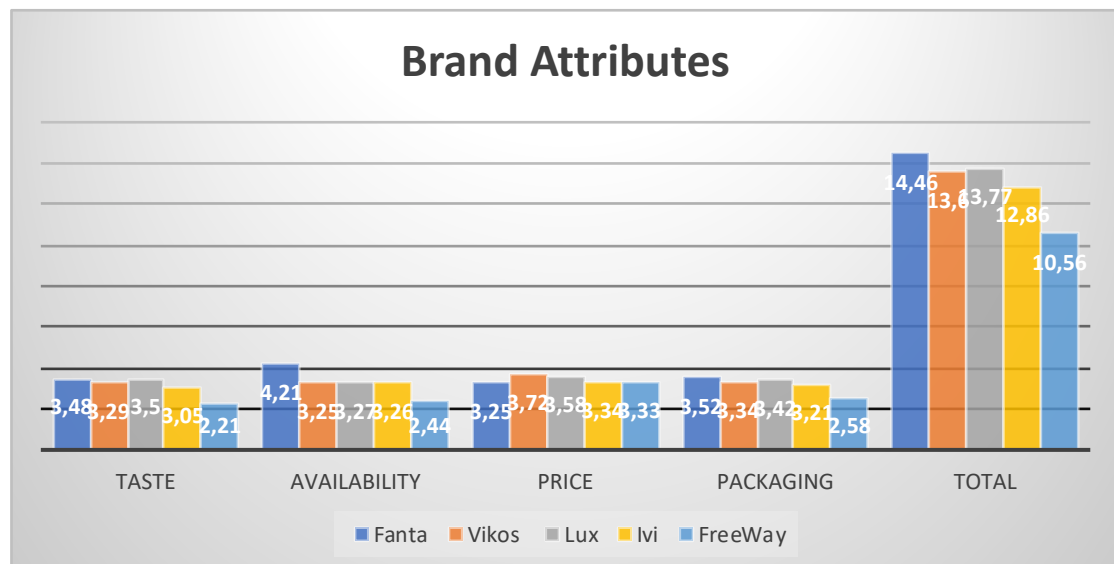
According to the diagram that is presented in the Table 5.6, we can find that overall with all their attributes (taste, availability, price, packaging), the four soft drinks are very close competitors.

In marketing, there are four types of competitors in the market. Based on the analysis we can find out our soft drink's market position.

- Market leader: Has the highest market share, as Fanta carries the highest position (3,56) they are market leader.
- Market challenger: Competes with the market leader. Here as Vikos (3,42) and Lux (3,46) almost share the second position, they are the market challengers.
- Market follower: Follows the market leader. Here we find Ivi (3,21), so we called them market followers.
- Market Nicher: Is in the lowest position among all of them and any time they can be out of market if they do not establish appropriate strategies. Freeway has the lowest ranking, so we call them market nicher.

Through the previous diagram (Table 6.6) we have found the market position of the four soft drinks. We can find out the actual market scenario of soft drinks based on their attributes. A soft drink can be the market leader, but is also has some weaknesses and threats in individual attributes.

Table 5.7



Source: Author's analysis, using Microsoft excel for Mac

According to the analysis that is presented on Table 5.7, it is approved the fact that whatever the market market leader (Fanta), market challenger (Vikos/Lux) or the market follower (Ivi) and market nicher (Freeway) is, all of them have both strengths, weaknesses, opportunities and threats. Based on the results, someone can understand that the consumers are not completely satisfied by all of the attributes and services.

6. Conclusions and implications for managerial use

As the study proved through the presented results, consumer ethnocentrism is not related, directly, with the increased intentions of Greek Millennials to purchase products that are domestically produced. Based on the belief that these products can suggest a deputation for other domestically produced goods of the same category, the findings of the study can provide several implications to marketers that wish to introduce goods of foreign markets, in the Greek market. Moreover, there are implications for consumers who are in favor of domestically produced goods and there is a probability that consumer ethnocentricity is a weighty factor which should be questioned during the formulation of promotional campaigns for soft drinks in Greece.

According to the results, the older millennials presented slightly higher level of consumer ethnocentrism than the younger millennials, providing proof that the ethnocentric tendency of Greek millennials differentiates according to age. Marketers should be aware of this demographic “note” when it comes to frame promotional campaigns that feature ethnocentric themes.

Following the results of several studies, ethnocentric tendencies presented a level of differentiation among genders with women presenting higher ethnocentric scores than men. Marketers should be aware of this when it comes to target their prospective promotional campaign to the respective gender.

To continue with, the level of education was proved to be another factor that influences the ethnocentric tendencies of Greek Millennial consumers. Respondents who had higher educational level (Bsc, Msc/Phd) presented to be the least ethnocentric while the respondents who hold Iek or High school diploma presented to be more ethnocentric. Since different educational levels appear different ethnocentric results, marketers should tailor their marketing messages accordingly.

This empirical study found out that the consumer ethnocentrism tendencies among Greek millennials are almost the same regardless their annual income. This finding was in parallel with part of the literature review which argues that consumer ethnocentrism has no relationship with the level of annual income.

The Greek millennials' sample of this study is proved to be less ethnocentric than expected regarding the market tendency to buy more domestically produced products. When it comes to segmentation, product positioning, targeting and market development, marketers should consider this fact in formulating their marketing activities. Avoidance of product positioning alongside to the perception that they are made domestically can possibly be avoided. For products which are imported and target the population of Greek Millennials, it is not obligatory to "hide" their COO and concentrate only on product attributes.

It is worth mentioning that this study can be helpful to marketers based outside of Greece by providing empirical information concerning the levels of ethnocentrism of the Greek Millennial consumers. The study itself, also plays significant role to the development of various ideas on how to enhance their strategies efficiency in the Greek market.

The globalization procedure involves the elimination of possible barriers that have existed for many years before. Nowadays, it is easier for companies to expand into unknown or new markets and also, globalization, provokes changes of local consumers' preferences. The feeling of vulnerability is cultivated by these changes, especially among managers of small businesses. Local businesses in Greece face various difficulties and display endurance in a fairly competitive even small market by targeting local consumers through their marketing strategies.

The non- probabilistic convenience sampling method that was employed, sets a limit to the generalization of the conclusion that was extracted from this study. The limited product focus constitutes a constraint, which considered only one product type (soft drinks) as a representative for all domestically produced goods. It is desirable and crucial to bring more studies of this important issue of the Greek economy to life.

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Έλληνες Millennials, Καταναλωτικός Εθνοκεντρισμός και η στάση τους απέναντι σε μάρκες αναψυκτικών

Το ερωτηματολόγιο αυτό έχει συνταχθεί στα πλαίσια εκπόνησης της Διπλωματικής μου εργασίας, για την απόκτηση του μεταπτυχιακού τίτλου σπουδών στο Στρατηγικό Σχεδιασμό Προϊόντων (Strategic Product Design) του Διεθνούς Πανεπιστημίου Ελλάδος.

Μέσω της συγκεκριμένης έρευνας θα καταστεί δυνατή η κατανόηση της τάσης του καταναλωτικού εθνοκεντρισμού των Ελλήνων Millennials βασισμένη στην πολιτισμική ανεκτικότητα ενός μάλιστα θα γίνει διερεύνηση της καταναλωτικής συμπεριφοράς απέναντι σε συγκεκριμένες μάρκες αναψυκτικών που είναι διαθέσιμες στην ελληνική αγορά.

Ο απαιτούμενος χρόνος που θα απαιτείται για να απαντήσετε είναι 7 λεπτά.

Το ερωτηματολόγιο είναι ανώνυμο, εμπιστευτικό και τα αποτελέσματα θα χρησιμοποιηθούν αυστηρά και μόνο στα πλαίσια της στατιστικής ανάλυσης της έρευνας. Η συμβολή σας στην επιτυχή διεξαγωγή της έρευνας είναι ιδιαίτερα σημαντική. Για οποιαδήποτε απορία ή πληροφορία μπορείτε να επικοινωνήσετε μαζί μου στο email: alexgarag@hotmail.com

Σας ευχαριστώ για τον χρόνο σας.

Γκαραγκούνης Αλέξανδρος
Μεταπτυχιακός φοιτητής του τμήματος "SEBAL", Διεθνές Πανεπιστήμιο Ελλάδος.

Έλληνες Millennials, Καταναλωτικός Εθνοκεντρισμός και η στάση τους απέναντι σε μάρκες αναψυκτικών

* Απαιτείται

Καταναλωτικός Εθνοκεντρισμός

1. Οι Έλληνες πρέπει πάντα να αγοράζουν Ελληνικά προϊόντα αντί εισαγόμενων *

	1	2	3	4	5	
Διαφωνώ απόλυτα	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Συμφωνώ απόλυτα

2. Μόνο τα προϊόντα που δεν είναι διαθέσιμα στην Ελλάδα θα πρέπει να εισάγονται *

	1	2	3	4	5	
Διαφωνώ απόλυτα	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Συμφωνώ απόλυτα

3. Αγόρασε Ελληνικά προϊόντα. Διατήρησε τη "λειτουργία της Ελλάδας" *

	1	2	3	4	5	
Διαφωνώ απόλυτα	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Συμφωνώ απόλυτα

4. Ελληνικά προϊόντα πάνω απ' όλα. *

	1	2	3	4	5	
Διαφωνώ απόλυτα	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Συμφωνώ απόλυτα

5. Η αγορά ξένων προϊόντων είναι ανθελληνική *

	1	2	3	4	5	
Διαφωνώ απόλυτα	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Συμφωνώ απόλυτα

6. Δεν είναι σωστό να αγοράζω ξένα προϊόντα γιατί μειώνονται οι θέσεις εργασίας των Ελλήνων *

	1	2	3	4	5	
Διαφωνώ απόλυτα	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Συμφωνώ απόλυτα

7. Ένας σωστός Έλληνας θα πρέπει πάντα να αγοράζει προϊόντα παραγόμενα στην Ελλάδα *

	1	2	3	4	5	
Διαφωνώ απόλυτα	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Συμφωνώ απόλυτα

8. Θα πρέπει να αγοράζουμε προϊόντα παραγόμενα στην Ελλάδα αντί να αφήνουμε άλλες χώρες να πλουτίζουν από εμάς *

	1	2	3	4	5	
Διαφωνώ απόλυτα	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Συμφωνώ απόλυτα

9. Είναι καλύτερο να αγοράζω πάντα Ελληνικά προϊόντα *

	1	2	3	4	5	
Διαφωνώ απόλυτα	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Συμφωνώ απόλυτα

10. Θα έπρεπε να υπάρχει ελάχιστη συχνότητα εισαγωγής προϊόντων από άλλες χώρες εκτός και εάν είναι απαραίτητο *

	1	2	3	4	5	
Διαφωνώ απόλυτα	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Συμφωνώ απόλυτα

11. Οι Έλληνες δε θα έπρεπε να αγοράζουν ξένα προϊόντα, επειδή αυτό προκαλεί ανεργία και "τραυματίζει" τις ελληνικές επιχειρήσεις *

	1	2	3	4	5	
Διαφωνώ απόλυτα	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Συμφωνώ απόλυτα

12. Περιορισμοί θα έπρεπε να προστεθούν σε όλες τις εισαγωγές *

	1	2	3	4	5	
Διαφωνώ απόλυτα	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Συμφωνώ απόλυτα

13. Μπορεί να μου κοστίσει μακροπρόθεσμα αλλά προτιμώ να υποστηρίξω ελληνικά προϊόντα *

	1	2	3	4	5	
Διαφωνώ απόλυτα	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Συμφωνώ απόλυτα

14. Δε θα έπρεπε να επιτρέπεται στους ξένους να εμπορεύονται τα προϊόντα τους στην αγορά μας *

	1	2	3	4	5	
Διαφωνώ απόλυτα	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Συμφωνώ απόλυτα

15. Τα εισαγόμενα προϊόντα θα έπρεπε να φορολογούνται βαρέως έτσι ώστε να περιοριστεί η εισαγωγή τους στην Ελλάδα *

	1	2	3	4	5	
Διαφωνώ απόλυτα	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Συμφωνώ απόλυτα

16. Θα έπρεπε να αγοράζουμε από άλλες χώρες μόνο τα προϊόντα που δεν μπορούμε να παράγουμε στη δική μας χώρα *

	1	2	3	4	5	
Διαφωνώ απόλυτα	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Συμφωνώ απόλυτα

17. Οι Έλληνες που αγοράζουν προϊόντα από άλλες χώρες είναι υπεύθυνοι για την ανεργία των υπόλοιπων Ελλήνων *

	1	2	3	4	5	
Διαφωνώ απόλυτα	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Συμφωνώ απόλυτα

ΠΙΣΩ

ΕΠΟΜΕΝΟ

Μην υποβάλετε ποτέ κωδικούς πρόσβασης μέσω των Φορμών Google.

Έλληνες Millennials, Καταναλωτικός Εθνοκεντρισμός και η στάση τους απέναντι σε μάρκες αναψυκτικών

Πολιτισμική δεκτικότητα

18. Πιστεύω στη σημαντικότητα της τέχνης

	1	2	3	4	5	
Διαφωνώ απόλυτα	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Συμφωνώ απόλυτα

19. Έχω έντονη φαντασία

	1	2	3	4	5	
Διαφωνώ απόλυτα	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Συμφωνώ απόλυτα

20. Συνήθως ψηφίζω πολιτικά φιλελεύθερους υποψήφιους

	1	2	3	4	5	
Διαφωνώ απόλυτα	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Συμφωνώ απόλυτα

21. Έχω την τάση να αναζητώ συζητήσεις υψηλότερου επιπέδου

	1	2	3	4	5	
Διαφωνώ απόλυτα	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Συμφωνώ απόλυτα

22. Μου αρέσει να ακούω για νέες ιδέες

	1	2	3	4	5	
Διαφωνώ απόλυτα	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Συμφωνώ απόλυτα

23. Δε μου αρέσουν οι αφηρημένες ιδέες

	1	2	3	4	5	
Διαφωνώ απόλυτα	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Συμφωνώ απόλυτα

24. Δε μου αρέσει η τέχνη

	1	2	3	4	5	
Διαφωνώ απόλυτα	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Συμφωνώ απόλυτα

25. Αποφεύγω φιλοσοφικές συζητήσεις

	1	2	3	4	5	
Διαφωνώ απόλυτα	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Συμφωνώ απόλυτα

26. Δε μου αρέσει να επισκέπτομαι μουσεία τέχνης

	1	2	3	4	5	
Διαφωνώ απόλυτα	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Συμφωνώ απόλυτα

27. Συνήθως ψηφίζω πολιτικά συντηρητικούς υποψήφιους

	1	2	3	4	5	
Διαφωνώ απόλυτα	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Συμφωνώ απόλυτα

Έλληνες Millennials, Καταναλωτικός Εθνοκεντρισμός και η στάση τους απέναντι σε μάρκες αναψυκτικών

* Απαιτείται

Συμπεριφορά

28. Βαθμολογήσε τα παρακάτω χαρακτηριστικά της Fanta Πορτοκαλάδας σύμφωνα με τις προτιμήσεις σου. ("1" καθόλου καλό- "5" άριστο) *

	1	2	3	4	5
Γεύση	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Διαθεσιμότητα	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Τιμή	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Συσκευασία	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

29. Βαθμολογήσε τα παρακάτω χαρακτηριστικά της Βίκος Πορτοκαλάδας σύμφωνα με τις προτιμήσεις σου. ("1" καθόλου καλό- "5" άριστο) *

	1	2	3	4	5
Γεύση	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Διαθεσιμότητα	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Τιμή	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Συσκευασία	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

30. Βαθμολογήσε τα παρακάτω χαρακτηριστικά της Λουξ Πορτοκαλάδας σύμφωνα με τις προτιμήσεις σου. ("1" καθόλου καλό- "5" άριστο) *

	1	2	3	4	5
Γεύση	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Διαθεσιμότητα	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Τιμή	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Συσκευασία	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

31. Βαθμολογήσε τα παρακάτω χαρακτηριστικά της Ηβη Πορτοκαλάδας σύμφωνα με τις προτιμήσεις σου. ("1" καθόλου καλό- "5" άριστο) *

	1	2	3	4	5
Γεύση	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Διαθεσιμότητα	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Τιμή	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Συσκευασία	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

32. Βαθμολογήσε τα παρακάτω χαρακτηριστικά της FreeWay Πορτοκαλάδας σύμφωνα με τις προτιμήσεις σου. ("1" καθόλου καλό- "5" άριστο) *

	1	2	3	4	5
Γεύση	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Διαθεσιμότητα	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Τιμή	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Συσκευασία	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Έλληνες Millennials, Καταναλωτικός Εθνοκεντρισμός και η στάση τους απέναντι σε μάρκες αναψυκτικών

* Απαιτείται

Δημογραφικά χαρακτηριστικά

33. Φύλο *

- ☐ Άνδρας
☐ Γυναίκα

34. Ηλικία *

- ☐ 15-20
☐ 21-26
☐ 27-30
☐ 31-36
☐ 36 ή παραπάνω

35. Εκπαίδευση *

- ☐ Απολυτήριο γυμνασίου/δημοτικού
☐ Απολυτήριο λυκείου
☐ Απολυτήριο ΙΕΚ
☐ Προπτυχιακός τίτλος (ΑΕΙ-ΤΕΙ)
☐ Μεταπτυχιακός/Διδακτορικός τίτλος

36. Ετήσιο εισόδημα *

- ☐ 0-5000€
☐ 5001-10000€
☐ 10001-15000€
☐ 15001-20000€
☐ 20001€ ή περισσότερο

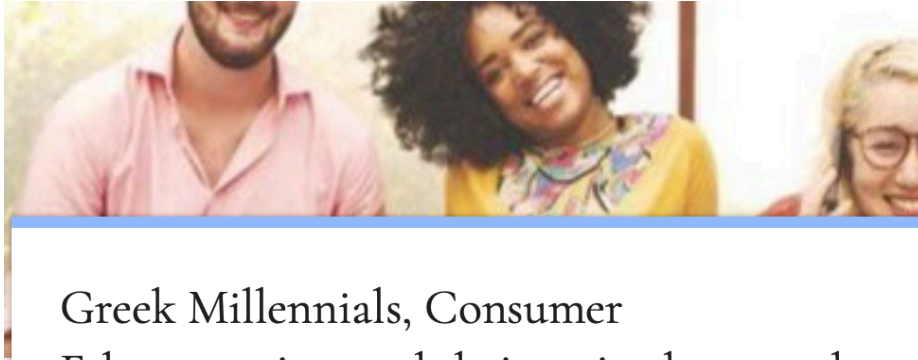
37. Πόλη μόνιμης κατοικίας *

Η απάντησή σας

ΠΙΣΩ

ΥΠΟΒΟΛΗ

Μην υποβάλετε ποτέ κωδικούς πρόσβασης μέσω των Φορμών Google.



Greek Millennials, Consumer Ethnocentrism and their attitude towards specific soft drink brands

This particular survey is part of my dissertation with regard to Consumer Ethnocentrism. Through the survey I will be able to understand the tendency of consumer ethnocentrism of the Greek Millennials based on their openness to experience and finally their attitude of consumption toward brands of soft drinks that can be found in the Greek market.

The results of the survey are going to help the understanding of how Greek Millennials are behaving in terms of consumer ethnocentrism when it comes to choose a specific category and brand of soft drink.

The estimated completion time of the survey is 7 minutes

Please note that your anonymity will be protected and your personal data will not be disclosed.

Thank you in advance for your time,

Gkaragkounis Alexandros
Postgraduate student of the "SEBAL" department, International Hellenic University

ΕΠΙΟΜΕΝΟ

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Consumer Ethnocentrism

1. Greek people should always buy Greek products instead of imports *

	1	2	3	4	5	
Strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly agree

2. Only those products that are unavailable in Greece should be imported *

	1	2	3	4	5	
Strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly agree

3. Buy Greek-made products. Keep Greece working *

	1	2	3	4	5	
Strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly agree

4. Greek products, first, last and foremost *

	1	2	3	4	5	
Strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly agree

5. Purchasing foreign products is un-Greek *

	1	2	3	4	5	
Strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly agree

6. It is not right to purchase foreign products, because it puts Greeks out of jobs *

	1	2	3	4	5	
Strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly agree

7. A real Greek should always buy Greek-made products *

	1	2	3	4	5	
Strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly agree

8. We should purchase products manufactured in Greece instead of letting other countries get rich of us *

	1	2	3	4	5	
Strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly agree

9. It is always best to purchase Greek products *

	1	2	3	4	5	
Strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly agree

10. There should be very little trading or purchasing of goods from other countries unless out of necessary *

	1	2	3	4	5	
Strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly agree

11. Greek people should not buy foreign products, because it hurts Greek business and causes unemployment *

	1	2	3	4	5	
Strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly agree

12. Curbs should be put on all imports *

	1	2	3	4	5	
Strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly agree

13. It may cost me in the long run but I prefer to support Greek products *

	1	2	3	4	5	
Strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly agree

14. Foreigners should not be allowed to put their products in our markets *

	1	2	3	4	5	
Strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly agree

15. Foreign products should be taxed heavily to reduce their entry into Greece *

	1	2	3	4	5	
Strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly agree

16. We should buy from foreign countries only those products that we cannot obtain within our own country *

	1	2	3	4	5	
Strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly agree

17. Greek consumers who purchase products from other countries are responsible for putting their fellow Greeks out of work *

	1	2	3	4	5	
Strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly agree

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* Απαιτείται

Cultural Openness

18. Believe in the importance of art *

	1	2	3	4	5	
Strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly agree

19. Have a vivid imagination *

	1	2	3	4	5	
Strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly agree

20. Tend to vote for liberal political candidates *

	1	2	3	4	5	
Strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly agree

21. Carry the conversation to a higher level *

	1	2	3	4	5	
Strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly agree

22. Enjoy hearing new ideas *

	1	2	3	4	5	
Strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly agree

23. Am not interested in abstract ideas *

	1	2	3	4	5	
Strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly agree

24. Do not like art *

	1	2	3	4	5	
Strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly agree

25. Avoid philosophical discussions *

	1	2	3	4	5	
Strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly agree

26. Do not enjoy going to art museums *

	1	2	3	4	5	
Strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly agree

27. Tend to vote for conservative political candidates *

	1	2	3	4	5	
Strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly agree

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Attitude

28. Place your belief of the different attributes of Fanta Orangeade by denoting "1" if you do not like it at all and 5 if you like it. *

	1	2	3	4	5
Taste	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Availability	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Price	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Packaging	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

29. Place your belief of the different attributes of Vikos Orangeade by denoting "1" if you do not like it at all and 5 if you like it. *

	1	2	3	4	5
Taste	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Availability	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Price	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Packaging	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

30. Place your belief of the different attributes of Lux Orangeade by denoting "1" if you do not like it at all and 5 if you like it. *

	1	2	3	4	5
Taste	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Availability	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Price	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Packaging	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

31. Place your belief of the different attributes of Ivi Orangeade by denoting "1" if you do not like it at all and 5 if you like it. *

	1	2	3	4	5
Taste	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Availability	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Price	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Packaging	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

32. Place your belief of the different attributes of FreeWay Orangeade by denoting "1" if you do not like it at all and 5 if you like it. *

	1	2	3	4	5
Taste	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Availability	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Price	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Packaging	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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* Απαιτείται

Demographics

33. Gender *

- ☐ Male
- ☐ Female

34. Age *

- ☐ 15-20
- ☐ 21-26
- ☐ 27-30
- ☐ 31-36
- ☐ 36 or more

35. Education *

- ☐ No High school diploma
- ☐ High school diploma
- ☐ IEK diploma
- ☐ Bsc Degree
- ☐ Msc/Phd Degree

36. Annual income *

- ☐ 0-5000€
- ☐ 5001-10000€
- ☐ 10001-15000€
- ☐ 15001-20000€
- ☐ 20001 or more €

37. City of Residence *

Η απάντησή σας

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